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Engineering Co., Ltd.
Engineers and Contractors
Pantheon Block, Honolulu, T. H.
Telephones 2510 and 4587.

M'CHESNEY COFFEE CO.
COFFEE ROASTERS
Dealers in Old Kona Coffee
MERCHANT ST., HONOLULU

WIRE FENCES AND GATES
The very best for every use.

J. C. AXTELL'S
Alaska Street

SPECIAL SALE
Grass Linen and Pongee Waist
Patterns

YEE CHAN & CO.
Corner King and Bethel Streets.

CURIOS, JEWELRY AND NOVELTIES
HAWAIIAN JEWELRY NOVELTY CO.
King and Bethel Streets.

JAMES NOTT, Jr.
Plumber and Sheet Metal
Worker.
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Reliable Transfer Co.
PHONE 5319
Bethel St., bet.
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Economize in everything—
Use White Wings.
At Your Grocer's.

RE-TIRE AND SUPPLY CO.
GUARANTEE
SATISFACTION.
Corner Nuuanu and Pauahi Sts.

PONG INN & CO.
Antiques and Chinese
Merchandise.
Nuuanu, above Pauahi.

Suggestions and design for
RESETTING AND REMODELING OLD JEWELRY.
Gold and Platinum Settings.
WALL & DOUGHERTY.

Territorial Agents for—
STANDARD GAS ENGINES

Honolulu Iron Works Company

D. J. CASHMAN
TENTS AND AWNINGS
Used Tents & Canopies for Rent
Thirty Years' Experience.
Fort St., near Allen, upstairs.
Phone 1467.

HAVE YOU HAD YOUR FEET
"FOOTGRAPHED" YET?

REGAL BOOT SHOP
Fort and Hotel Streets

PAPER
All kinds of Wrapping Papers and
Twines, Printing and Writing Papers
AMERICAN-HAWAIIAN PAPER & SUPPLY CO., LTD.
Fort and Queen Streets, Honolulu
Phone 1410. Geo. G. Guild, Gen. Mgr.

The HUB
for Clothes

WIRELESS
MUTUAL TELEPHONE CO., LTD.

PACIFIC ENGINEERING COMPANY, LTD.
Consulting, Designing and Constructing Engineers.
Bridges, Buildings, Concrete Structures, Steel Structures, Sanitary Systems, Reports and Estimates on Projects. Phone 1045.

STEINWAY
Bargains in Other Pianos
PLAYER PIANOS
THAYER PIANO CO., LTD.
156 Hotel Street. Phone 2313.

BY AUTHORITY.
NOTICE—PUBLIC HEARING.

PROPOSED IMPROVEMENT OF KALAKAUA AVENUE, BETWEEN ENA ROAD AND MAKEE ROAD, IN HONOLULU, T. H.

TO THE OWNERS, LESSEES AND OCCUPANTS OF LANDS ABUTTING ON SAID PORTION OF KALAKAUA AVENUE, PROPOSED TO BE ASSESSED FOR THE IMPROVEMENT OF SAID STREET, AND TO ALL PERSONS INTERESTED GENERALLY:

Notice is hereby given that in accordance with Resolution No. 243, as amended by Resolution No. 362, and Resolution No. 363, the Board of Supervisors of the City and County of Honolulu propose to improve Kalakaua avenue between its intersections with Ena road and Makee road in the District of Honolulu aforesaid, upon a frontage basis.

I. CHARACTER OF IMPROVEMENTS.

(1) Grading. (2) Storm Drainage System. (3) Setting and Resetting of Curbs. (4) Paving with Concrete six (6) Inches thick.

II. FRONTAGE TO BE ASSESSED.

The frontage to be assessed consists of the mauka or easterly property line and the makai or westerly property line abutting upon said Kalakaua avenue within the end limits aforesaid, as more particularly set forth in the Engineer's report, dated December 7, relating to said improvements and hereinafter referred to and incorporated by reference.

III. MAIN THOROUGHFARES: CONTRIBUTION TO COST BY CITY AND COUNTY.

Since by Resolution No. 243, said portion of Kalakaua avenue was declared a main or general thoroughfare, the City and County of Honolulu propose to assume and pay out of General Revenue 33 1/3% of the cost of the improvement.

IV. MATERIALS PROPOSED.

(1) For Paving: Concrete six (6) inches thick.
(2) For Curbing: Lava Rock.
(3) Old Curbing to be moved and reset where necessary.
(4) For Storm Sewers: Concrete pipes.

V. ASSESSMENTS PROPOSED.

(1) The cost of the entire improvement, less the proportion to be borne by the City and County, and also less the cost of new curbing, shall be paid by general assessment at the maximum rate of \$3.54 per front foot against all land abutting upon said portion of said street, as described, both sides included. The total frontage (including 1539.45 feet frontage opposite cross streets and sea wall) is 13,790.0 feet.

(2) The cost of new curbing shall be paid by assessment at the maximum rate of \$0.40 per front foot against the abutting lands in front of which the same shall be laid.

VI. ESTIMATED COST.

(1) Cost of entire improvement to be assessed on a frontage basis \$48,812.00

(2) Contribution of City and County (main thoroughfare) 24,406.00

(3) Cost of new curbing assessed against abutting frontage requiring new curbing 3,172.00

Total estimated cost of improvement 76,390.00

Maximum rate, general frontage assessment per front foot 3.54

Maximum rate, new curbing assessment per front foot 0.40

All of which appears in more detail in the Engineer's report herein-after referred to and herein incorporated by reference.

VII. FURTHER DETAILS.

The map and general plans, and other data so prepared by the Engineer, in his report dated December 7, and adopted by the Board, with respect to the proposed improvement (incorporated herein by reference), may be seen and examined by any person interested, at the office of the City and County Engineer and of the City and County Clerk at any time during business hours, prior to and including January 6, 1916. Resolutions Nos. 243, 362 and 363 (incorporated herein by reference) are on file in the office of the City and County Clerk.

VIII. HEARING.

A Public Hearing respecting the proposed improvement will be held at the Assembly Hall of the Board of Supervisors of the City and County of Honolulu on January 6, 1916, at the hour of 7:30 o'clock p. m., at which time and place a full opportunity will be given to all persons interested, to present suggestions or objections to the proposed improvement or of any part or detail thereof.

Dated, Honolulu, T. H., December 9, 1915.

D. KALAKAUA, JR.,
City and County of Honolulu.
634-Dec. 9 to 20 inc.

SEALED TENDERS.

Sealed Tenders will be received by the Maui Loan Fund Commission, at Wailuku, Maui, T. H., up to 7 o'clock p. m., of Wednesday, December 22, 1915:

1st—Furnishing material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room for the Kula Sanitarium, Kula, Maui.
2nd—For hauling material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room for the Kula Sanitarium, Kula, Maui.
Plans and specifications and blank forms for proposals are on file in the office of the Superintendent of Public Works, Capitol building, Honolulu, T. H.

The Maui Loan Fund Commission reserves the right to reject any and all bids.

MAUI LOAN FUND COMMISSION,
R. A. WADSWORTH,
Secretary.
6343-101

There is hardly anything one can give another so unwelcome as advice.—Pittsburg Sun.

Home Course in Advertising

To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School
IN 90 CHAPTERS A CHAPTER A DAY



PURPOSES OF THE COURSE—(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER XXX.

INCREASED RETAIL RESULTS AT DECREASED COST.

And so a retailer can continually get more business with proportionately less advertising expense, provided his copy is the kind that breeds confidence and thus creates a clientele.

But if a merchant has not succeeded in building up a following—a patronage of people who automatically come to his store for their needs, (whether they come as a result of an advertised bargain or not), then his volume of business is apt to be entirely dependent upon his advertising. Therefore the volume would be proportionately smaller, of course, than if he also had that cumulative patronage.

Such is the misfortune of the store that has fallen into exaggeration. You will find this to be true in many cities and towns. And often you can see a pretty tragic sight in the form of a store which used to lead, but which is now a second-rater—and for no other reason except that its advertising has been bad.

Most states in this country now have laws which make it civil misdemeanor to put anything fraudulent into advertising. Several stores have been prosecuted for statements that certain things offered for sale were worth more than they really were. One big store last spring was prosecuted and its manager was arrested because they advertised a piano for \$125 which they said was worth \$250. Experts proved in court that it was not worth \$250.

There is a legal danger in the use of exaggeration in advertising, outside of the matter of ethical honesty. But the danger goes farther than either of those factors. The big, terrible peril is that ten years from now a business may go to smash, simply because of the exaggeration that that merchant allows in his advertising today.

This undermining process which exaggeration causes is subtle. It is indirect. It is slow to take visible form. Public suspicion, or worse, gradually results from such untruthful "copy." This takes patronage away from the store. The merchant may go on for a long time and seem to get more business. But the biggest community is so small that eventually that kind of policy will prove suicidal. People compare notes—soon the tide turns against the store. But most stores through their honesty in advertising have piled up a patronage which insures them a permanent success, and which cuts down their advertising costs. There is a concern in Indiana doing a business of between six and seven million dollars a year on an advertising expenditure of a little over 1%. That is possible only because of the fact that for years they have been proving to their people that every item in their ads is honest.

Of course, this is all just common sense. Merchants—real modern merchants—now-a-days keep clear of old-time circus methods of exaggeration. They know too well this rigid principle of retail advertising. They know that if they lie in the slightest degree their advertising will pull less and less as the years go on.

This question of clientele and its effect on the cost of advertising gets down to so fine a point in some cases that it baffles. There is one instance where two stores with the same resources, with almost the same location, with practically equivalent management, are absolutely different in their advertising effectiveness. One can get almost twice as much business from the same amount of advertising as the other store can. It was probably caused in the distant past. The latter was not a stickler for truth as was the former.

BATTALIONS OF RATS INVADING ALLIED TRENCHES IN FLANDERS

LONDON.—There is a plague of rats along the British and French lines in Flanders and France. A soldier describes the invasion as "worse than the Germans" in a letter which adds:

"Trenches, communications, fields, woods, houses, cellars and barns are choked with them. We have them holding congresses at night in the busiest roads and giving concerts by day in the most crowded villages. We literally march on top of them. They breed and breed and launch themselves into assaults on the cantonments, like the Germans on the Yser, by battalions en masse.

"They are beginning to be tortured by hunger, and the shortage of food makes them capable of anything. The other morning I saw a cyclist whose tires had been half devoured by a platoon of rats. The other night some of our men had their surgical first-aid packets, which they keep in a coat pocket, attacked and carried off. Woe

CORPORATION NOTICES.

NOTICE OF ASSESSMENT.

MID-PACIFIC CARNIVAL, LTD.

Notice is hereby given to all stockholders of the Mid-Pacific Carnival, Limited, that at a meeting of the board of directors of the corporation held November 24, 1915, an assessment was levied upon all assessable stock of the corporation for such amount as respects each share of stock as will make the same paid in to the extent of the first fifty per cent (50%) of the par value thereof; that is to say:

(a) On all stock on account whereof ten per cent of the par value has been paid, the assessment hereby imposed is forty per cent;

(b) On all stock on account whereof twenty per cent of the par value has been paid, the assessment hereby imposed is thirty per cent;

(c) On all stock on account whereof thirty per cent of the par value has been paid, the assessment hereby imposed is twenty per cent;

(d) On all stock on account whereof forty per cent of the par value has been paid, the assessment hereby imposed is ten per cent;

(e) On all stock on account whereof fifty per cent of the par value has been paid, no assessment.

Said assessment is due and payable on the 31st day of December, 1915, to be paid to the Treasurer, F. E. Blake, at the office of the Hawaiian Electric Company, Limited, No. 223-227 South King Street, Honolulu, T. H.

Notice is hereby further given that if said assessment shall not be fully paid when due, it shall become delinquent and thereafter shall bear interest at the rate of six per cent (6%) per annum until paid; and if such assessment shall not be fully paid with interest within thirty days after it shall have become due, the stock assessed may, without any other or further notice to the stockholder, be advertised by the Treasurer for sale and sold at public auction in accordance with the by-laws of the corporation, and the corporation shall also have the right to enforce payment of delinquent assessments by legal process or otherwise.

Dated, Honolulu, T. H., Nov. 29, 1915.

F. E. BLAKE,
Treasurer.

6331-Nov. 27, Dec. 4, 11, 18.

LEGAL NOTICES.

IN THE CIRCUIT COURT, FIRST Circuit, Territory of Hawaii, In Probate—At Chambers.

In the matter of the estate of Henrietta Luning, deceased.

Order of Notice of Petition for Allowance of Accounts, Determining Trust and Distributing the Estate.

On reading and filing the petition and accounts of Hawaiian Trust Company, Limited, executor of the will of Henrietta Luning, deceased, wherein petitioner asks that the same be examined and approved, and that a final order be made of Distribution of the remaining property to the persons thereto entitled and discharging petitioner and sureties from all further responsibility herein: Due proof having been established that said Executor has performed all duties required by law or orders of this court to be performed, and said accounts as filed having been referred to a Master for approval, and said accounts having been approved as filed.

It is ordered, that Monday, the 3d day of January, A. D. 1916, at 9 o'clock a. m., before the Judge presiding at Chambers of said Court at his court room in the Judiciary building, in Honolulu, County of Honolulu, be and the same hereby is appointed the time and place for hearing said petition and accounts, and that all persons interested may then and there appear and show cause if any they have, why the same should not be granted, and may present evidence as to who are entitled to the said property.

Dated the 24th day of November, 1915.

By the Court. (Seal) A. K. AONA, Clerk.

6330-Nov. 26, Dec. 3, 10, 17.

OFFICE OF THE TREASURER OF THE Territory of Hawaii.—Notice of the Reduction of the Capital Stock of Hawaiian Fisheries, Limited.

Notice is hereby given that the Hawaiian Fisheries, Limited, a corporation organized and existing under and by virtue of the laws of the Territory of Hawaii, has, pursuant to law in such cases made and provided, duly filed in the office of the Treasurer of the Territory of Hawaii, a sworn certificate as required by law showing the reduction of its capital stock from \$50,000.00 to \$25,000.00 by retiring or reducing the number of shares from the present number of 5000 of the par value of \$10 each to 2500 of the par value of \$10 each, each stockholder to be entitled to participate pro rata in the surrender of certificates of stocks for cancellation.

Notice is further given hereby to all stockholders and creditors of said corporation, and to all persons claiming to be stockholders or creditors of said corporation or otherwise interested therein, that all protests and objections to such reduction of capital stock must be filed in the office of the Treasurer of the Territory of Hawaii before the expiration of thirty days from the 11th day of December, 1915 (the date of the first publication of this notice), to be entitled to consideration.

Honolulu, Territory of Hawaii, December 10, 1915.

C. J. MCCARTHY,
Treasurer, Territory of Hawaii.
6343-Dec. 11, 18, 25, Jan. 1.

San Francisco. Mrs. Frisby was a native of California, 66 years of age, and had resided in Napa and Solano counties practically all of her life. She leaves eight children.

Why is it a man's wife, just after he has been spellbinding her with bombast about the intricate diplomatic situation abroad, will quickly suggest that he should heat a rug?—Omaha World-Herald.

DAUGHTER OF GENERAL VALLEJO DIES AT NAPA

NAPA, Cal.—Mrs. Mary Frisby, member of a pioneer Vallejo family, died recently at her residence near Napa. Her death marks the passing of another one of the pioneers, she being the daughter of the late General Salvador Vallejo, one of the earliest Spanish settlers of Napa and Solano counties, and for whom the town of Vallejo was named, and a street in

OCEANIC STEAMSHIP CO.

8 1/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO:		FOR SYDNEY:	
Sonoma	Dec. 28	Ventura	Jan. 3
Sierra	Jan. 18	Sonoma	Jan. 24
Ventura	Feb. 8	Sierra	Feb. 14
Sonoma	Feb. 29	Ventura	March 6

C. BREWER & COMPANY, LTD., General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
S. S. Wilhelmina	Dec. 21	S. S. Lurline	Dec. 21
S. S. Manoa	Dec. 28	S. S. Wilhelmina	Dec. 29
Matsonia	Jan. 4	Manoa	Jan. 4
S. S. Lurline	Jan. 11	S. S. Matsonia	Jan. 12

S. S. Hilonian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:		FOR SAN FRANCISCO:	
S. S. Chiyo Maru	Dec. 24	S. S. Tenyo Maru	Dec. 21
S. S. Tenyo Maru	Jan. 14	S. S. Nippon Maru	Jan. 5
Nippon Maru	Jan. 29	S. S. Shinyo Maru	Jan. 18
Shinyo Maru	Feb. 11	Chiyo Maru	Feb. 15

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. PANAMAN, to sail about December 25th.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver For Suva, Auckland and Sydney

Niagara Jan. 7 Makara Dec. 29

Makara Jan. 4 Niagara Jan. 25

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

4 1/2 DAY SERVICE TO THE MAINLAND

Same Rate San Francisco Same Rate Los Angeles

THE FLOATING PALACE OF THE PACIFIC

"S. S. GREAT NORTHERN"

The Fastest and Most Luxurious Ship in Pacific Waters.

—FOR THE MAINLAND—

Leave Honolulu Dec. 28, Jan. 15, Feb. 4, Feb. 26

Arrive San Francisco Dec. 31, Jan. 20, Feb. 9, Mch. 2

One Way \$65 and TOURIST \$45 and STRIP ROUND TRIP \$130 and FARE \$35

FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC., FRED L. WALDRON, LTD., Agents :: Honolulu

LEGAL NOTICES.

IN THE CIRCUIT COURT OF THE First Circuit, Territory of Hawaii. At Chambers—In Probate.

In the matter of the estate of Mele K. Nolley, deceased.

On reading and filing the petition of Mrs. Maria Nolley Hughes, daughter of the said deceased intestate, alleging that Mele K. Nolley of Honolulu died intestate at said Honolulu on the 16th day of November, A. D. 1915, leaving property within the jurisdiction of this court necessary to be administered upon, and praying that letters of administration issue to Henry Waterhouse Trust Co., Limited.

It is ordered, that Friday, the 31st day of December, A. D. 1915, at 9 o'clock a. m., be and hereby is appointed for hearing said petition in the court room of this court in the Judiciary building in the City and County of Honolulu, at which time and place all persons concerned may appear and show cause, if any they have, why said petition should not be granted.

By the court. (Seal) A. K. AONA, Clerk.

Dated Honolulu, Nov. 27, 1915. 6331-Nov. 27, Dec. 4, 11, 18.

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT AND TICKETS

Also reservations any point on the mainland.

See WELLS-FARGO & CO., 72 S. King St. Tel. 1512

The Haleiwa Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:36 a. m., for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.

*Daily, *Except Sunday, *Sunday only. G. P. DENISON, F. C. SMITH, Superintendent. G. P. A.

Arrive Honolulu from Kahuku, Waialua and Waianae—8:36 a. m., *5:21 p. m.

Arrive Honolulu from Ewa Mill and Pearl City—7:45 a. m., *8:36 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m.

Arrive Honolulu from Waialua and Lihue—9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.

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